CONTRACT APPROVAL REQUEST

Promotion: **SUMMER LIGHTS FESTIVAL**
Marlboro Sponsorship

Vendor: Greater Nashville Arts Foundation

Financial Impact: 1995 - $25,000; $12,500 due upon complete execution of contract; and $12,500 will be paid on June 1, 1995.

1994 - $25,000

Project Manager: Jose Fontanez

Contract/Program Description:

The attached contract by Philip Morris U.S.A. covers the arrangements for Marlboro's participation in the Summer Light Festival, June 1-4, 1995, in downtown Nashville, Tennessee. More than 200,000 people are expected to attend.

As the exclusive tobacco sponsor, the Marlboro brand will have a major presence at this event through:

- Main Stage sponsorship on behalf of Marlboro Music;
- Present a single night performance by Clay Walker on June 1, 1995, on the Marlboro Music Main Stage;
- One 10' x 22' promotional area, in a mutually agreed upon location, for promoting Philip Morris' products and conducting pack sales and soliciting participation in one or more giveaways;
- The right to hang two 24' x 24' stage screens, red headers and red flags and banners on the Main Stage;
- Six kiosk locations for the sole purpose of name generation activities;
- Ten complimentary four-day VIP passes to the sponsor's hospitality tent and bleachers;
- Twenty complimentary single-day admission tickets;

2041894183

Source: https://www.industrydocuments.ucsf.edu/docs/ffpn0004

- Invitations to all special events in connection with the Event;

- Recognition in advertising placed in connection with the event.

Financial Elements:

This agreement covers Marlboro's arrangements with the Greater Nashville Arts Foundation for brand's presence at the event. The total sponsorship fee will be $25,000, payable as stipulated above.

Vendor Selection:

The Summer Lights Festival is a showcase of Nashville's best in music, arts, entertainment, and hospitality. With hometown talent that is world renowned, Nashville's emergence as an art market for the Southeast, and the city's legendary hospitality, this four day event offers something for everyone but, true to Nashville's talent base, the emphasis is on music.

Proceeds from the festival benefit performers, artists, entertainers, arts organizations and arts programs in public places throughout the year.

The Summer Lights Festival allows sampling, pack sales, signage and name generation opportunities. Section 23 strongly recommends participation in this event. The Marlboro brand group sanctioned participation, which will further brand's objectives throughout the state of Tennessee.

Budget Implications:

This sponsorship fee has been budgeted in our 1995 program.

Approvals:

J. Fontanez — 5/15/95

S. Sampson — 5/17/95

I. Broeman — For your signature

Accounting
J. Lawrence
G. Kuhlmann — 6/1/95

Budgets
M. Rucker — 6/1/95

2041874184

Source: https://www.industrydocuments.ucsf.edu/docs/ffpn0004